--66. The method of claim 14, wherein the solid phase is first coated with a first partner of a high affinity binding pair and then a conjugate of the modified solid phase reactant with the second partner of the binding pair is immobilized.--

--67. The method of claim 66, wherein the high affinity binding pair is selected from the group consisting of streptavidin, avidin/biotin, desthiobiotin, iminobiotin, aminobiotin, antidigoxigenin antibody/digoxigenin, and antifluorescein antibody/fluorescein.--

--68. The method of claim 14, wherein the solid phase has immobilized thereon the modified analyte specific solid phase reactant which is incubated with a further alkylene oxide modified binding molecule which acts as a blocker.--

--69. The method of claim 68, wherein the blocker comprises non-analyte specific molecules. --

--70. The method of claim 69, wherein the non-analyte specific molecules are proteins or polysaccharides.--

--71. The method of claim 68, wherein the blocker binds to the solid phase by adsorptive or covalent interactions.--

--72. The method of claim 71, wherein the blocker binds to the solid phase by coupling via high affinity binding pairs.--

--73. The method of claim 14, wherein an alkylene oxide modified analyte specific reactant is in combination with an alkylene oxide modified blocker.--

--74. The method of claim 14, wherein the solid phase is non-porous.--

--75. The method of claim 14, wherein an analyte specific region is immobilized on a spatially limited test area.--